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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT

Applicants:	Channing K. Barringer, et al.	Docket No.:	60655.2600
Serial No.:	10/686,967	Examiner:	Fonya M. Long
Filed:	October 16, 2003	Group Art Unit:	3689
Title:	SYSTEM AND METHOD FOR INCORPORATION OF PRODUCTS AND SERVICES INTO REALITY TELEVISION		Confirmation No.: 8084

AMENDMENT AND REPLY

Mail Stop AF
Commissioner of Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Commissioner:

In reply to the final Office Action dated February 09, 2010, of which this Reply is filed within two months, please consider the following amendments and remarks:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 7 of this paper.